

**Genuit Group plc (the "Company")**

The Company announces that on 15 August 2024, Joe Vorih, Chief Executive Officer and a Person Discharging Managerial Responsibilities, exercised a nil-cost option over 29,935 ordinary shares (including 9,163 dividend shares) of £0.001 each in the capital of the Company ("Shares") in accordance with the Deferred Share Award that was granted to him on 22 March 2022 (the "Award") which vested on 17 March 2024.

Full details of the Award were included in a regulatory announcement released on 23 March 2022 and in the Company's 2022 Annual Report and Accounts. The Company's Employee Benefit Trust has today transferred 15,866 Shares to Mr Vorih which represents the net number of Shares due to him after the appropriate tax and national insurance liabilities were taken into account.

The Company also announces that on 14 August 2024, Martin Gisbourne, Chief Strategy and Sustainability Officer and a Person Discharging Managerial Responsibilities, exercised a nil-cost option over 3,414 Shares in accordance with the Long-Term Incentive Plan award granted to him on 20 May 2021, which vested on 20 May 2024. Mr. Gisbourne sold sufficient shares to cover the appropriate tax and national insurance liabilities due on exercise.

The notifications below, which have been made in accordance with the requirements of the UK Market Abuse Regulation, provide further detail.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Joe Vorih				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Chief Executive Officer/Director and PDMR				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Genuit Group plc				
b)	LEI	2138005IF1N2RKJ6KO18				
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of £0.001 each in the capital of Genuit Group plc  GB00BKRC5K31				
b)	Nature of the transaction	Purchase of ordinary shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>15,866 - number of ordinary shares acquired after reduction for</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil	15,866 - number of ordinary shares acquired after reduction for
Price(s)	Volume(s)					
Nil	15,866 - number of ordinary shares acquired after reduction for					

		appropriate tax and national insurance liabilities.
d)	Aggregated information  - Aggregated volume  - Price	N/A
e)	Date of the transaction	15 August 2024
f)	Place of the transaction	Outside a trading venue

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Martin Gisbourne				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Chief Strategy and Sustainability Officer and PDMR				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Genuit Group plc				
b)	LEI	2138005IF1N2RKJ6KO18				
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of £0.001 each in the capital of Genuit Group plc  GB00BKRC5K31				
b)	Nature of the transaction	Acquisition of ordinary shares for no consideration pursuant to the exercise of nil-cost options under the Long-Term Incentive Plan ("LTIP") award granted on 20 May 2021.				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Nil</td> <td>1,739- Number of ordinary shares acquired after reduction for appropriate tax and national insurance liabilities.</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Nil	1,739- Number of ordinary shares acquired after reduction for appropriate tax and national insurance liabilities.
Price(s)	Volume(s)					
Nil	1,739- Number of ordinary shares acquired after reduction for appropriate tax and national insurance liabilities.					
d)	Aggregated information  - Aggregated volume	N/A				

	- Price	
e)	Date of the transaction	16 August 2024
f)	Place of the transaction	Outside a Trading Venue

Enquiries:

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